November 24, 1958

Dear Guys:

As you have been told, we are getting ready to take polls to be presented to the Ivy Network Rate Committee at their December 6 meeting here in New Haven. Good polls will net us a nice-sized chunk of the network income for this year and years to come. According to reliable sources at Ivy, we stand to make an overall increase of 25% more than we have been getting.

Here's how we'll attack it: Extensive publicity for all that we do on the air that week...this means program guide, posters, News ads, a big splurge when we go 24 hours, plenty of noise about the opening of the hockey and basketball seasons that week and the fact that we will be covering everything all season.

This means that all of us will have to be selling the station to the guys across the hall, friends, roommates, guys you have dinner with etc. And if I may be so bold as to suggest: don't talk about anything but WYBC for the week of December 1 - 6. Tell everyone about our programs, projects, the two radio stations etc. When you walk into a room, turn the radio on to 640 or 540.

All of us will take part in the polling that will go on. You will be assigned a specific night and specific numbers. PLEASE CHECK AT THE STATION ON SUNDAY EVENING NOVEMBER 31 (the Sunday at the end of Thanksgiving weekend) TO FIND OUT WHAT YOUR ASSIGNMENT WILL BE. If you can't make it that night, get down first thing Monday afternoon.

Ordinarily we wouldn't get this excited about a boring old rate meeting, but in this year of great FM expenses, and because there is such a large chunk of money up for grabs, we want to do our best.

Our thanks, from THE SEVEN DWARFS

P.S. Just a reminder: 1.) ELECTIONS FOR THE 1960 EXECUTIVE COMMITTEE WILL BE HELD ON DECEMBER 9, 1958 -- 7:00 P.M.

2.) KEEP YOUR EYES PEELED FOR NEWS OF ANNUAL STATION CHRISTMAS CHEER PARTY to be held just before vacation.